OCTOBER 1937

UEF news

Published by • **UNDERWOOD ELLIOTT FISHER COMPANY** • *New York*

Forward ALL STAR!

AGAIN President Wagoner takes pleasure in announcing his Reward of Merit Contest with the provision for a check for All Star Salesmen. These men have qualified to date for membership in the 1937 All Star Salesmen's Club. Because of their accomplishment, they are eligible to receive a Reward of Merit in the amount of $100 in the form of a personally signed President's check.

1.★B. H. Moreland	New York (AA)	25.★F. W. Otto	San Francisco
2.★P. N. Sea	Chicago	26.★O. W. Gardner	Chicago
3.★R. M. McCleary	New York (AA)	27.★R. W. Land	Portland, Ore.
4.★W. J. Modrack	Detroit	28.★M. J. Carroll	New York (AA)
5.★L. P. Bahan	New Orleans	29.★F. S. Roberts	Louisville
6.★W. F. Arndt	Chicago	30.★J. A. Fallon	New York (Type.)
7.★B. B. Horwitz	New York (AA)	31.★G. S. Nicholas	Pittsburgh
8.★E. P. Ryan	Chicago	32.★I. Smith	Detroit
9.★C. Lamar	New York (Type.)	33.★J. E. Wikoff	Oklahoma City
10.★W. C. Berg	Pittsburgh	34.★P. D. Snow	Green Bay
11.★M. D. Sawrey	New York (Type.)	35.★C. R. Hedrick	Kansas City
12.★H. C. Hart	Houston	36.★R. W. Adams	Cincinnati
13.★E. Kendall	New York (Type.)	37.★H. R. Coronway	New York (AA)
14.★W. D. Johnson	New York (Type)	38.★J. F. Quinn	Providence
15.★G. L. Hamilton	Pittsburgh	39.★R. G. Youngren	Chicago
16.★W. E. Phillips, Sr.	New York (AA)	40.★L. C. Reuning	New Orleans
17.★H. J. Mitchell, Jr.	New York (Type.)	41.★F. P. Burgess	Birmingham
18.★E. W. Swain	Peoria	42.★E. C. Mawley	New York (AA)
19.★F. M. Clothier	Harrisburg	43.★R. G. Starling	Oklahoma City
20.★E. A. Hundley	Birmingham	44.★L. R. Renschler	Kansas City
21.★J. B. Rodgers	Los Angeles	45.★A. W. Johnson	New York (AA)
22.★G. L. Brinley, Jr.	New York (Type.)	46.★V. R. Russell	Memphis
23.★D. Wodlinger	Chicago	47.★W. P. Brandt	Chicago
24.★J. S. Larson	Albany	48.★R. A. Shinn	Houston

* Qualified to date for 1937 ALL-STAR SALESMEN'S CLUB

Few men realize the things they can do until they make the attempt. Every splendid achievement lived first in the mind of a man with vision. The man who never makes an attempt never realizes and never achieves. It is infinitely better, therefore, to make the attempt and fail than never to try at all. Work and progress are the law of life. We never can be satisfied with what we have nor with what we achieve. There is always the urge to win something better and finer; something more worthwhile.

That is the spirit of the UEF All Star Salesmen's Club. It encourages every forward-looking man relentlessly onward to greater heights.

Now is the time to get in the race. Do not idle away golden hours—use them for profitable income.

Self-discipline and self-confidence are necessities for the salesman who wishes to succeed. People do not believe in a man unless he believes in himself. The UEF All Star insignia proves that the man wearing it is on the highroad to success.

The good things in life are never handed to you unless you work and earn them. You have to assume that you are entitled to them and pursue in order to achieve them.

However, the stimulus and experience from such efforts are more important than any material reward. Those who have the will and the ability will continue to strive until success is achieved. To those who conquer, hats off in respect and admiration for they will continue to prosper all their lives.

Ye Editor

UEF news

VOLUME 5 NUMBER 3

OCTOBER, 1937

OCTOBER *hath 31 days; is now the tenth month of the year and anciently was the eighth from the Latin word Octem.*

Andrew Cerruti, *Editor*

Family Magazine of

Underwood Elliott Fisher Company

Published monthly at

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Harry James Crewdson

1884-1937

IT is with sincere regret that we announce the death of our Typewriter Division Sales Manager, Harry J. Crewdson, who suffered a heart attack on Wednesday, October 13th.

Mr. Crewdson, who was 53 years of age, was born in Polk County, Ill., in 1884. He started his career with the organization in 1906 at Memphis, Tenn., in the office. From there to selling was just a step, and from that time on the sale of Underwood typewriters was his life's work.

Starting as a salesman in country territory, he rapidly progressed to Sub-Branch Manager, City Salesman, and in a few years to Branch Manager of Springfield, Mo. From that point, he became Manager of the Oklahoma City Office, going from there to Houston.

His success as a Branch Manager was outstanding. The slogan for every typewriter sales contest was "Beat Harry Crewdson."

His ability was recognized in 1929 by an appointment to the General Office as Assistant to the Sales Manager. After serving in several important positions in the General Office, he returned again to his first love, typewriters, and on March 1, 1932, was appointed Sales Manager of the Typewriter Division, the position he occupied at his death.

It has been said of Harry that he had no hobbies except business. During his many years with the organization, he made a host of friends because of his fair, square, and very human principles.

Intensely loyal to the Company, with his heart and soul deeply rooted in the Field Organization, Harry passed on as he would have chosen, carrying the Company's message to one of its Branches. To all with whom he came in contact, he leaves behind him a memory of inspirational leadership.

To Mrs. Crewdson and her son, Harry J. Crewdson, Jr., go the deepest sympathies of the entire Underwood Elliott Fisher Organization.

President WAGONER'S

Reward of Merit Contest Begins With Opportunity To Earn

"Cash for Christmas!"

ON October first, the UEF Field Selling Organization was notified that President Wagoner again was sponsoring his Reward of Merit Check Contest in order to reward especially distinguished sales performance during the last three months of the year. The announcement contained the further good news that the members of the 1937 All Star Salesmen's Club also would be eligible to receive a President's Reward of Merit Check.

Again this year, because of the enthusiasm expressed last year, all those who qualify by November 30th will receive "Cash for Christmas."

This year, more than ever, every UEF salesman is in a fine position to earn one of the President's Reward of Merit Checks. Unusual sales opportunities to break down competition are yours with the newly improved Accounting Machines, the new Portable Typemasters, the reliable "Machine of Champions," the improved Underwood Sundstrand models and the superior line of carbon papers, ribbons and supplies. Tell your customers and prospects about the products you are selling. Tell them about our service. UEF leadership in the world of business is well-known, but just keep reminding those with whom you come in contact that you are a member of this great nation-wide organization.

In talking about your Company, you can tell your listeners about the article featuring Underwood Elliott Fisher which appeared in a recent issue of the *Magazine of Wall Street*. This authoritative, unbiased publication stated in part:

"The office equipment industry has been favored definitely by trends of American business life during the past few decades. American business 'efficiency' — apparently a marked trait of the business organization of this country—involves a vast effort of gathering elaborate factual material and of co-relating these facts to practical business problems. Since business organizations in this country have become increasingly large, systematic and impersonal, the necessity for recording and tabulating facts and for constantly utilizing and communicating such facts has required an increasingly large annual outlay of suitable equipment for such purposes.

"In addition, Federal, state and local governments have created numerous fact finding and recording agencies, whose activities swell the demand for business machinery. One example, frequently quoted to illustrate the relationship between government functions and recording and tabulating machines is the census. In 1890 it took nine years to tabulate census data by the methods then employed, whereas with the use of modern tabulating machinery, the 1930 census was completed in two years. The enormous expansion under the New Deal of Government bureaus requiring fact recording and general office equipment has, of course, greatly expanded the market for business machinery in recent years. It is also interesting to note, however, that demand for business machinery increased at a more rapid rate than the demand for all manufactured products for a period of at least 20 years before the New Deal came into existence.

"In industrial classifications, business machinery usually includes typewriters, cash registers, tabulating and recording machinery and similar products. As far back as 1914, the annual value of these products exceeded fifty million dollars, as compared with a little more than 24 billion dollars for the value of all manufactured products. By 1935 (the latest industrial census) the office equipment industry output grew to more than 128 million dollars, whereas the value of all manufactured products in the same year were less than 46 billion dollars. If the comparison were made during years of peak prosperity such as 1919 or 1929, it would favor the office equipment industry to a much greater extent, because demand for such equipment increases faster than general business improvement during boom years. The reasons for this will be discussed in some detail later. For

the present, we are interested in establishing, first, that the office equipment industry, already well started over a generation ago, has grown faster than American business as a whole in the meantime; second that, during a cycle of general business recovery, demand for office equipment increases at an accelerated rate, and third, that present social-political trends should further accentuate this growth.

"The Social Security Act provides the best illustration of how new legislation aids office equipment makers. According to Chairman Winant of the Social Security Board, the recording of the necessary data for over twenty-two million men and women involved in this Government pension plan will be mechanized by up to date office equipment. But this is only part of the story. Business men, whether they are large or small employers, are required to compile and preserve voluminous records, which will be demanded by Washington and by the 48 state capitals in connection with these pensions. This situation was created by the passage of only one piece of New Deal legislation and is multiplied many times by tax, wage and other measures already written into the statute books or proposed.

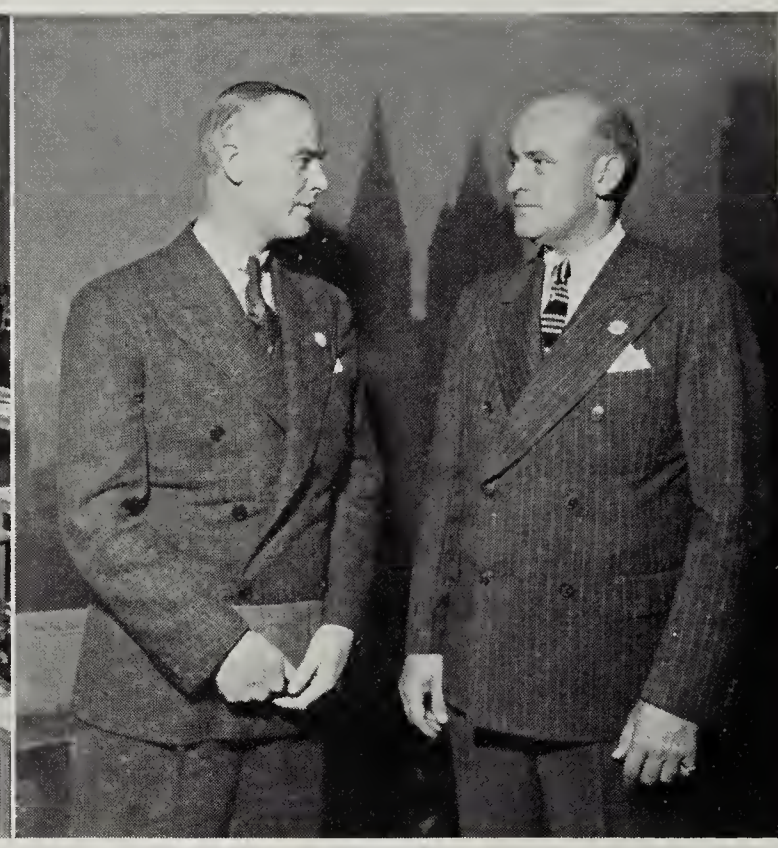
"In all events, there is little question but that the trend is likely to continue in the direction of increased need for the compiling, tabulating, preserving and communicating public, private and business statistics. While labor costs are advancing, labor saving devices in the office equipment line will be required more and more to meet this increased burden of doing business. During the depression, most business organizations not only had a proportionately smaller amount of correspondence and fact recording work to do, but had a good deal of excess equipment on hand for such work. The rate of replacement was subnormal, therefore, as was also the rate of new equipment purchases. With the level of general business activity restored almost to that of the previous prosperity era in the late Twenties, the office equipment industry has a substantial backlog of accumulated equipment needs to fill, over and above the special needs created by the new order in business affairs.

"Underwood Elliott Fisher appears to be one of the most logical units in its industry to participate fully in this exceedingly bright trade prospect. In past years, the company has done about one-fifth of the total office equipment business out of more than a hundred establishments reported in the latest census. The present company was formed in 1910 as the Underwood Typewriter Co. and adopted the present title early in 1928, after acquisition of Elliott Fisher Co., a leading manufacturer of accounting and calculating machines. Distribution of a complete line of typewriters, business machines and office supplies is world wide, from 35 to 40 per cent of the company's production going into export trade in normal years. Sales and service offices are maintained in all of the leading cities in the United States and Canada, all of its lines being consolidated in sales outlets for each locality. The management constantly extends its research into the development of new business machinery and into the improvement of its current models. Financial resources have been carefully conserved and at latest record, cash and working capital appear fully adequate for both normal and special requirements that may arise on the present expanding volume of business.

"In so far as products are concerned, Underwood is understood to realize approximately half of its sales on typewriters. This is now predominantly a replacement business. On the basis of improved up-to-date models of both "silent" and standard machines, a very substantial amount of existing equipment is obsolete and replacement should be accelerated during any extended period of generally prosperous business conditions. In the line of more highly specialized office machinery, which make up most of the balance of sales, accounting machines, tabulating machines, adding machines and cash registers make the most important contributions to sales, in the order mentioned. The applicability of these machines to the legal requirements placed on large and small business organizations for records in connection with recent legislation pertaining to wages and working hours, Social Security payroll deductions, sales taxes, etc., holds wide possibilities of increased business over the next few years. Uncertainty as to the permanency of some of this legislation probably has caused delay in filling needs which sooner or later must be met. This aspect of the company's business, therefore, appears likely to become increasingly important. With business already at a high level, potential users of office equipment have less surplus office machinery on hand to meet these new requirements for recording and preserving business records. Furthermore, with business profits substantially improved over recent years, the ability of potential customers to buy new equipment is increased at the same time that the need for new equipment arises. On the whole, therefore, possibilities of future expansion in business and earnings over an extended period appear to be distinctly favorable."

President Wagoner

Now is the time for great sales opportunities. Start right now to really work for a Reward of Merit Check. Mix some action and enthusiasm in your selling contacts and you will be on the road to "Cash for Christmas."



The Press Room of the Baseball Writers Association during the World Series in New York. Edward Murphy (left) of the (New York) Sun, Official Scorer, 1937 World Series, with our Mr. Cappe.

Baseball Writers Use UNDERWOODS

AGAIN, through the efforts of Typewriter Salesman Cappe of the New York City sales force, the Baseball Writers Association selected Underwood Standard Typewriters for the use of newspaper representatives covering the World Series games in New York City.

Pictured here is the Press Room in the Hotel New Yorker, equipped with fifty Underwoods and telegraphic equipment for the exclusive use of the baseball writers.

Names of writers known to baseball fans the world over are listed among those who used these facilities to write their exciting stories of every game. To mention just a few: Grantland Rice, North American Newspaper Alliance; H. I. Phillips, Associated Newspapers; Stuart Cameron, United Press; David J. Walsh and Damon Runyon, International News Service; Allan Gould, Associated Press; Richards Vidmer, New York Herald Tribune; James P. Dawson, New York Times; Dan Parker, New York Daily Mirror; Wilbur Wood, New York Sun; Garry Schumacher and Bill Corum, New York Journal; Hugh Bradley, New York Post; James Powers, New York News; Thomas Holmes, Brooklyn Eagle; Christy Walsh of the Christy Walsh Syndicate; Quentin Reynolds of Colliers Magazine, and Joe Williams, New York World-Telegram.

Among the out-of-towners represented were: Warren Brown, Chicago Herald Examiner; Kirk Miller, Washington Times; Charles Young, Albany Knickerbocker News; Billy Kelly, Buffalo Courier Express; Marvin McCarthy, Chicago Daily Times; Harry Salsinger, Detroit News; Art McGinley, Hartford Times; Ed Burns, Chicago Tribune; Joe McGlone, Providence Bulletin; J. C. Isaminger, Philadelphia Inquirer; Sam Laird, Philadelphia Record; Harvey Boyle, Pittsburgh Post Gazette; Denman Thompson, Washington Star; Shirley Povich, Washington Post; Bob Kenefick, Syracuse Journal; Stuart Bell, Cleveland Press; Murray Robinson, Newark Star Eagle; Bob Husted, Dayton Herald; David W. Hazen, Portland Oregonian; John Drohan, Boston Traveler; James C. O'Leary, Boston Globe; Paul Shannon, Boston Post; Frank Grayson, Cincinnati Times Star; J. Roy Stockton, St. Louis Post Dispatch; J. Taylor Spink, St. Louis Sporting News; Bert Keane, Hartford Courant; Bill Harding, New Haven Journal Courier; Jimmy McGee, San Francisco Call Bulletin; Bob Ray, Los Angeles Times; Bill Phillips of Reach Baseball Guide. From Baltimore, Menton and Cassell on the Evening Sun, Pippin on the News Post; Smith on the American; and from the Sun, Linthicum and Gibbs. O'Brien, Bridgeport Times Star; Bruce Dudley, Louisville Courier Journal; Jimmy Jones, Richmond Times Dispatch; Thad Holt, Atlanta Constitution; McKenna, St. Paul Dispatch; McBride, Kansas City Star; Fairbrook, Seattle Times; Tom Laird, San Francisco News, and hundreds of others including representatives of newspapers in Japan, Havana, Canada, and other points near and far from the Yankee Stadium and the Polo Grounds.

Underwood Service as usual was a feature of the Press Room installation. From General Service Manager Crossan down every man assigned to this temporary installation was on the job during the entire period of the 1937 Series.

Now Typewriter Salesmen in virtually every state in the country have a fine opportunity to call on the Sports Editors of almost every paper in their territory and talk about Underwood performance knowing that this man, or one of his ace sports writers, used the "Machine of Champions" to write his World Series baseball stories in New York City.

UEF *Organization* CHANGES

Van W. Haverton

Harry H. Hynes

Herbert W. Welch

The UEF family will be glad to hear of the recent Organization changes. On October 1st, Van W. Haverton, who has been Chicago Assistant Branch Manager, Adding Machine Division, for the past four years, was appointed Branch Manager of the Des Moines, Iowa, office. Mr. Haverton first joined the Organization at Peoria in July of 1926. Since that time, he has held various posts in the Western District in addition to Duluth and Chicago.

Harry Hynes, Instructor at the UEF Central Training School for Salesmen at Hartford, succeeds Mr. Haverton and takes over his duties in Chicago. Mr. Hynes joined the Organization in March of 1927.

H. W. Welch, Dallas Manager

On September 1st, H. W. Welch was appointed Branch Manager of the Dallas Office. Mr. Welch joined the Organization twelve years ago as a junior salesman at Ft. Worth. He was transferred to Oklahoma City and later became Manager of the Tulsa Office and was then given a territory in Oklahoma City. He was transferred to New Orleans and again returned to Oklahoma City. In 1934 he was transferred to Tulsa and was employed there until June, 1936, when he joined the Dallas Organization.

These promotions are evidences of deserved recognition. The best wishes of the entire UEF Organization go to these "stepper-uppers" in their new duties.

Answer the RED CROSS ROLL CALL

EACH autumn the American Red Cross comes before the people of the United States with the offer of membership—membership which expresses confidence in the humanitarian aims of the organization and supports its work.

Calling the roll this year is particularly significant because in the past few months the American Red Cross was called upon to give relief to a million or more people in the greatest disaster in the Nation's history; and helped thousands upon thousands of families, who were without resources of their own, to repair and rebuild their damaged and destroyed homes, and to replace necessary household furnishings lost or ruined in the flood.

For the past several years the Red Cross has given help to the victims of more than 100 disasters each twelvemonth, but never before has a cataclysm of nature made so many of our citizens homeless as did the floods of the Ohio and Mississippi rivers, last January.

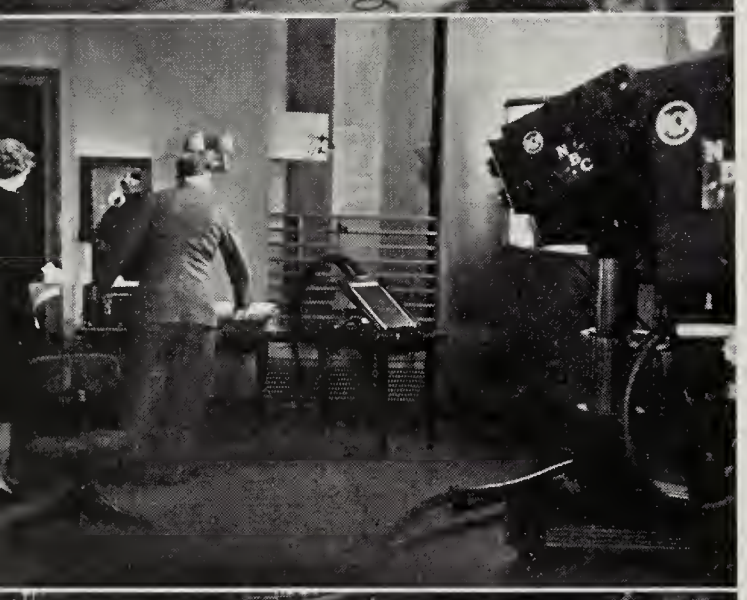
To maintain the organization in a strong and vigorous condition, ready to act in future emergencies, the Red Cross is dependent upon the enrollment of several million citizens in the coming Roll Call.

Every local Red Cross program of each of the 12,000 Chapters and Branches, located in practically every county in the Nation, receives its funds from Roll Call, as does the national work of the organization.

No one should hesitate to be numbered with the company of good neighbors who annually join hands through their Red Cross to help their fellowmen. The Roll Call is held November 11-25.

At the "preview" left to right: F. W. Nichol, International Business Machines Corporation; M. S. Eylar, Vice President of our Organization; Lenox R. Lohr, NBC; P. A. Bennett, A. B. Dick Company; Frank E. Tupper, National Business Show Company, and Ralph C. Coxhead, Ralph C. Coxhead Corporation.

These interesting photographs portray some of the action in performing for the television cameras. Televising a show at Radio City calls for a battery of electric cameras, powerful lights and sensitive microphones.



Business Show *Preview by* Television!

ON October 7th Television enabled a representative group of national business leaders, gathered as guests of Lenox R. Lohr, President of the National Broadcasting Company, in NBC's executive offices in Radio City, to preview the 34th Annual National Business Show, which is to open October 18, in Commerce Hall, New York City.

The demonstration, the first of its kind in the history of the business show and of similar exhibitions, was one of the most elaborate television programs ever presented in this country. For forty minutes, twenty-five persons presented to the executives of companies participating in the business show an advance view of some fifteen specimen exhibits chosen from among the vast number to be seen the week of October 18.

Mr. Lohr and his guests watched the preview in the NBC executive office on the sixth floor of the RCA Building. It came to them from the NBC Television Studio on the third floor of the same building where Frank E. Tupper, President of the National Business Show Company, and about a score other persons were gathered.

The program began with a brief introductory talk by Mr. Tupper. The group of business executives saw Mr. Tupper and heard him say that the demonstration was "the first time that television has ever peered into the future and revealed tomorrow's event to today's onlookers."

"To me," Mr. Tupper added, "it is appropriate and significant that the National Business Show, embodying all the scientific anticipation which the office equipment industry devotes to foretelling the needs of business, should be thus visually and audibly anticipated by television."

Mr. Tupper then presented Eleanor Rankin, teacher of business machines operation at New York's Washington School for Secretaries, who explained the purposes of the demonstration and acted as interlocutor.

After a general view of the scene in the Television Studio had been flashed on the Kinescope—the television screen—the audience watching and listening in the NBC executive office saw Miss Rankin approach one of the exhibits and heard her ask the operators how it worked.

One by one, a series of these exhibits was presented. In each case, a representative of the manufacturing company explained its mechanism and means of operation, after which an operator gave a demonstration. Among the exhibits seen and demonstrated was the Underwood Sundstrand which was listed as a ten-key all-purpose adding machine.

Each of the machines was seen first with the attending business representative and operator and then, close-up, while in operation. The fingers of operators flying over the keys and the sound of the mechanism were clearly seen and heard.

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The Duffer: "Well, how do you like my game?"

The Caddy: "I suppose it's all right, but I still prefer golf."

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A salesman who had been traveling on the X. Y. & Z. Railroad for a number of years was complaining about the trains always being late, when, to his surprise, the train came in on time.

He immediately went to the conductor and said, "Here's a cigar, I want to congratulate you. I have traveled on this road for ten years, and this is the first time I have ever caught a train on time."

"Keep the cigar," said the conductor, "this is yesterday's train."

L. C. Stowell, Executive Vice President, hands Grover Whalen, New York World's Fair President, check for $36,232 after signing contract for exhibit space.

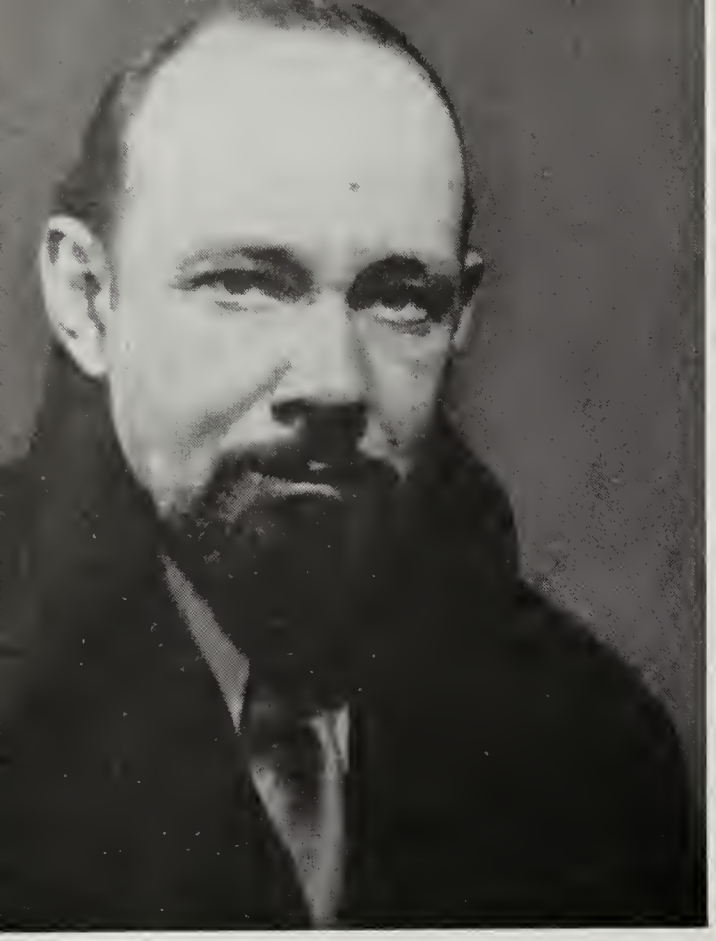
UNDERWOOD ELLIOTT FISHER *Signs for* EXHIBIT *at the 1939 World's Fair . . .*

UNDERWOOD ELLIOTT FISHER COMPANY recently signed a contract for exhibit space in the Hall of Business Administration at the New York World's Fair of 1939. The ceremony took place in the office of Grover Whalen, President of the Fair Corporation, in the Empire State Building. L. C. Stowell, Executive Vice-President, represented the Company, while Mr. Whalen signed on behalf of the Fair.

In signing the Underwood Elliott Fisher contract Mr. Stowell said the Company's exhibit, occupying 2,588 square feet of space, would be designed by some of the country's outstanding industrial architects and designers so that the extensive line of typewriters, accounting machines, adding machines and the line of supplies manufactured by the Company would be presented to visitors to the Fair in an educational yet entertaining manner.

"Although our exhibit at the Chicago Century of Progress was considered one of the highlights of that exposition," Mr. Stowell continued, "we intend to have an exhibit at the New York Fair that will exceed any of our previous efforts in beauty, educational value and number of persons it will attract. We will demonstrate not only the latest methods and devices, but also the tremendous progress that has been made in the design of office equipment."

EDITOR'S NOTE—*The Organization will be kept informed as plans progress for UEF participation in the World's Fair.*



EDITOR'S NOTE—*Sir Hubert Wilkins and four flying aides recently completed a five weeks' search in the Arctic for Sigismund Levanevsky, the Russian aviator, and his five companions who disappeared on a flight over the North Pole during a projected flight from Moscow to the United States.*

Famous Explorer
RETURNS TO MAKE PLANS
For New Expedition

SIR HUBERT WILKINS returned from Europe recently confident that his seventeen-year-old ambition to see meteorological stations established in the south polar regions is now near realization. The noted explorer said that a memoranda in connection with his proposal for a series of meteorological stations to be established in the Antarctic had been placed before the Imperial Conference in London and judging by the enthusiastic reception given his suggestion by representatives of Australia, New Zealand and South Africa, those countries having jurisdiction over the three locations tentatively selected, the first three stations probably will be established soon.

"I hope to see them set up within the next two years in the Ross Sea, Enderby Land and somewhere south of Graham Land, probably in Charcot Land," Sir Hubert said.

Members of the Underwood Elliott Fisher Organization will be glad to learn that he is an expert and enthusiastic user of our typewriters. On the responsive keys of our machines, he has written many of his books and reports telling about his many explorations.

On September 20, 1913, he started his first journey afoot over the drifting floes of the polar sea as a member of the staff of an Arctic Expedition commanded by Vilhaljalmur Stefansson.

It did not take him long to acquire an understanding of the Far North and its conditions which led him to successes that earned for him a knighthood from the British King and gold medal awards from most of those learned societies in the world which concern themselves with geographic study.

Previous to the flights of the Russian aviators, the Arctic had been crossed only twice in the history of the world, once by airship and once by airplane. The commander of the first airplane was Sir Hubert Wilkins. He made no stop, in 1928, as he crossed the Arctic by plane from Point Barrow to Spitsbergen.

Captain Wilkins is a veteran of seven southern expeditions. In November and December of 1928 he established another record when he was the first to fly in the Antarctic. His journey and discoveries compelled notable changes in the maps of Antarctica.

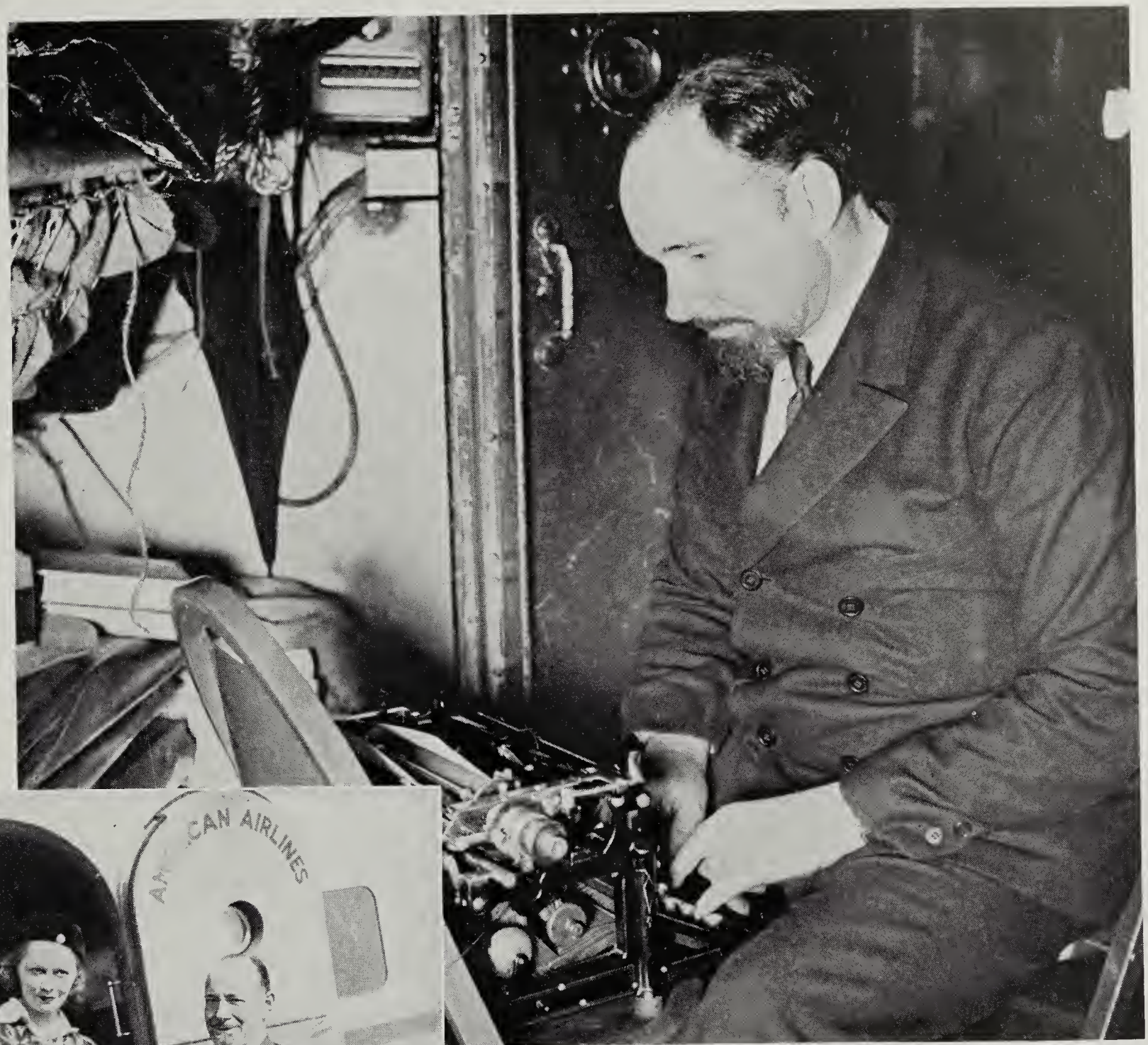
Captain Wilkins also was the first in the history of exploration to employ the use of a submarine. The Underwood accompanied him in 1931 when he used the Nautilus, a submarine made suitable for travelling underneath the Arctic pack-ice. Think of the thrills during the 3,000 miles from Spitsbergen by way of the North Pole to Alaska. Imagine diving beneath the ice floes like a whale and coming up in the leads to breathe and look around. Can you think of "going ashore" on the ice fields and walking about for study?

Captain Wilkins' Underwood wrote his impressions as well as scientific data during the exploration. Because of the pitching and rolling of the small vessel, it often was necessary for him to type with the machine on his knees while he sat on a piano stool so that he could move freely with the pitch and roll of the ship. This indeed is a novel method of typewriting.

When asked about what one does in the Arctic when a machine needs the attention of a serviceman, Captain Wilkins replied that the Underwood seldom needed servicing and that when it did, his early experience as a mechanical engineer stood him in good stead and that minor changes and repairs could be made easily.

Captain Wilkins believes that data collected in the polar regions and correlated with meteorological information from other latitudes would enable us to forecast the seasons with comparative accuracy. Think of what that would mean to transportation, to primary producers to help feed the ever-increasing population of the world, to aid air-travelers, to eliminate the suffering of dumb animals during drouth-years.

Construction of his second submarine is now under way in England and he may leave for the Arctic next May.



Above: Sir Hubert Wilkins is shown using an Underwood in the NAUTILUS, the submarine used in Arctic and Antarctic explorations. Left: Sir Hubert with Lady Wilkins . . . UEF News readers will be interested in the fact that the typewriter carried by the famous explorer is an Underwood Portable. Below: Sir Hubert Wilkins is shown with Karl von Weigand, Veteran Correspondent for International News Service.

(International Photos)

FIELD FLASHES

ATLANTIC

GEORGE W. CAMPBELL, who until two years ago was Works Manager at the Hartford Plant, died at his home at 7 South Highland Street, Hartford, on August 30th, at the age of 65, following a long illness.

Mr. Campbell was connected with the typewriter industry for more than 45 years, having first been employed by the Remington Company at Ilion, N. Y., in the late '80s.

In October, 1916, he entered the employ of the Underwood Typewriter Company, being connected with the development of the Portable Typewriter. When the Portable Division was moved from Hartford to Bridgeport, in 1920, Mr. Campbell became manager of the division.

In 1922 Mr. Campbell returned to the Hartford Plant as Assistant Works Manager under Mr. Charles D. Rice, succeeding Mr. Rice on his retirement in 1928.

In May, 1935, he suffered a severe heart attack and since that time he continued a less active association with the Organization.

During his period of plant leadership the Underwood Noiseless machines and the present Underwood Accounting Machines were largely developed.

Frequently during his illness of the past two years he went to the plant to "see the boys," with whom he was associated for so many years.

To Mrs. Campbell and the members of his family who survive him, the deep sympathy of the Organization is extended in their bereavement.

Hartford

Branch Manager Minton announces an addition to the Hartford Sales office space of 500 square feet. This addition was necessary as the former space was entirely inadequate to take care of the expanding business.

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Springfield

The Springfield, Massachusetts, office announces the addition of four new salesmen who have just completed their Sales Training Courses, as follows: William E. Dwyer, Typewriter Salesman; Everist A. Brassard, Typewriter Salesman; Robert F. Fortune, Adding Machine Salesman; Charles F. Rose, Adding Machine Salesman. We look forward to their successful performance.

—Associate Editor R. E. Ward

Boston

H. Wennik, Assistant Branch Manager, Adding Machine Division at Boston, was transferred to the Lawrence Sub Branch as Sub Branch Manager on Typewriters and Adding Machines. Mr. W. A. McNamara, who has been connected with the Syracuse Branch, has been transferred to Boston, as Assistant Branch Manager, Adding Machine Division.

•

Several weeks ago Manager Clarence Prentice, Boston Office, and Ted Sloat, Atlantic District Manager, attended the annual picnic of the Office Management Association of Boston. Several nice prizes were offered for a Kicker's Handicap Golf game. Ted Sloat walked off with first prize, which happened to be a nice new Portable Typewriter of competitive make!

HARTFORD: Another group of graduates at the UEF Central Training School for Salesmen. First Row: H. C. Fehr (Chicago), H. R. Twigg (Pittsburgh), W. Sandberg (Boston), E. G. Merckling (New York), G. S. Lang (Detroit), H. L. Roberts (Harrisburg), E. Hoskins (Los Angeles). Second Row: W. Clark (Staff), J. Kugler (Springfield), H. Hynes (Staff), J. Spangler (New Haven), C. H. Muldowney (Pittsburgh), P. C. Pincham (Houston), R. E. Kane (Cincinnati). Third Row: G. M. Drakeley (Hartford), E. C. Barnard (San Diego), E. P. Lindstrom (Albany). Top Row: I. N. Fraver (Allentown), M. F. Jewell (Portland, Me.), A. D. Fraser (Dallas), G. W. MacAllister (Philadelphia), F. N. Row (St. Paul), K. A. Karlson (Chicago).

Boston Office has appointed two new sales agents in the Vermont territory—The Maunsell Company at Montpelier, Vermont, and L. J. Dingerson at Burlington, Vermont. They are very enthusiastic, have already sold some new typewriters, and we are expecting big things from them.

•

Boston was very happy to have a visit from Chicago Manager Harry T. McBrien. "Mac," as he was known to us, formerly was our Branch Manager, Accounting and Adding Machine Divisions, and we were all glad to see him. He just can't stay away from Old New England.

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The Boston Office is happy to report that the Service Department has been reinforced with the return to the fold of Eric Wennberg, who had been hospitalized for the past ten months. Welcome home, Eric.

•

The "Secret Service" of Lawrence, Massachusetts, has announced that Dan Cupid has gone to work on "Bob" Gingras of the Lawrence Office and Rita Bienvenue, who will march down the aisle in the very near future.

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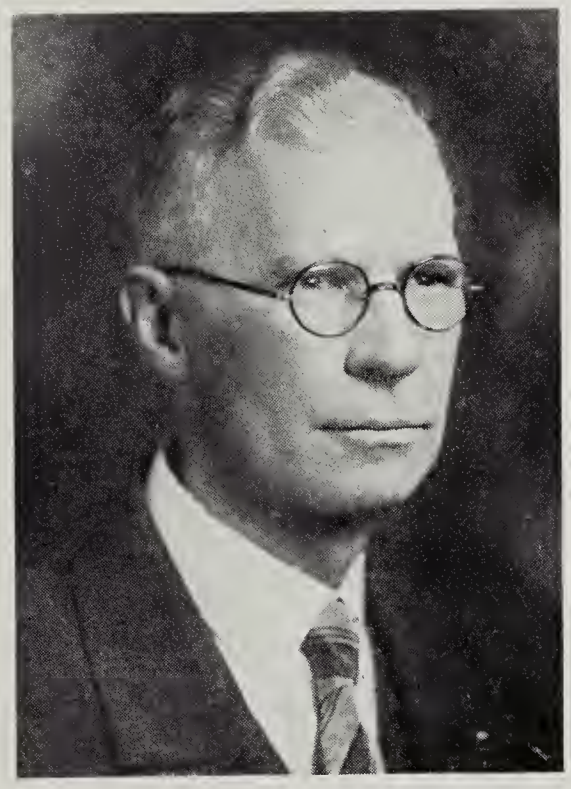
New York

George Bender, well-known Service Department representative, is a very proud man these days. His son, G. Allen Bender of the Insurance Department of the Texas Company in New York, has been awarded a New York University scholarship. There were about 150 contenders competing for five scholarships. To George and his son, hearty congratulations.

CHARLES J. BROWN, who was sub-Branch Manager at Utica for many years, died September 2nd.

Mr. Brown was employed by the Company for over 25 years and was succeeded by his son, S. J. Brown, who is now sub-Branch Manager at Utica.

To his son and other members of the family, the deepest sympathy of the Organization is extended in their sorrow.



CONGRATULATIONS!

On October 1st, W. R. McDowell, Branch Manager of the Charlotte office, was pleasantly surprised with a gift of a very handsome pen and pencil set by the employees of the Charlotte office in honor of his 25th anniversary with the Company.

EASTERN

PENROSE C. DIETZ, 40, employed in the Service Department for 20 years, died suddenly on September 2nd. During the past 13 years Mr. Dietz had charge of the Accounting Machine Service in Baltimore. Prior to that he was employed in the Washington, D. C., and Houston, Texas, Branches.

Mr. Dietz was a native of York, Pennsylvania. Our deepest sympathy is extended to Mrs. Dietz and family.

Baltimore

We welcome Harry P. Carlin, new Salesman in the Adding Machine Division; also R. J. Rhoades, Accounting Machines, and Edward Reiss, Adding Machine Division.

—Associate Editor McComas

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The Charlotte office was very much pleased to have a visit from H. O. Blaisdell, who gave them a very thorough and instructive demonstration and talk on the Underwood Accounting Machine.

—Associate Editor McDowell

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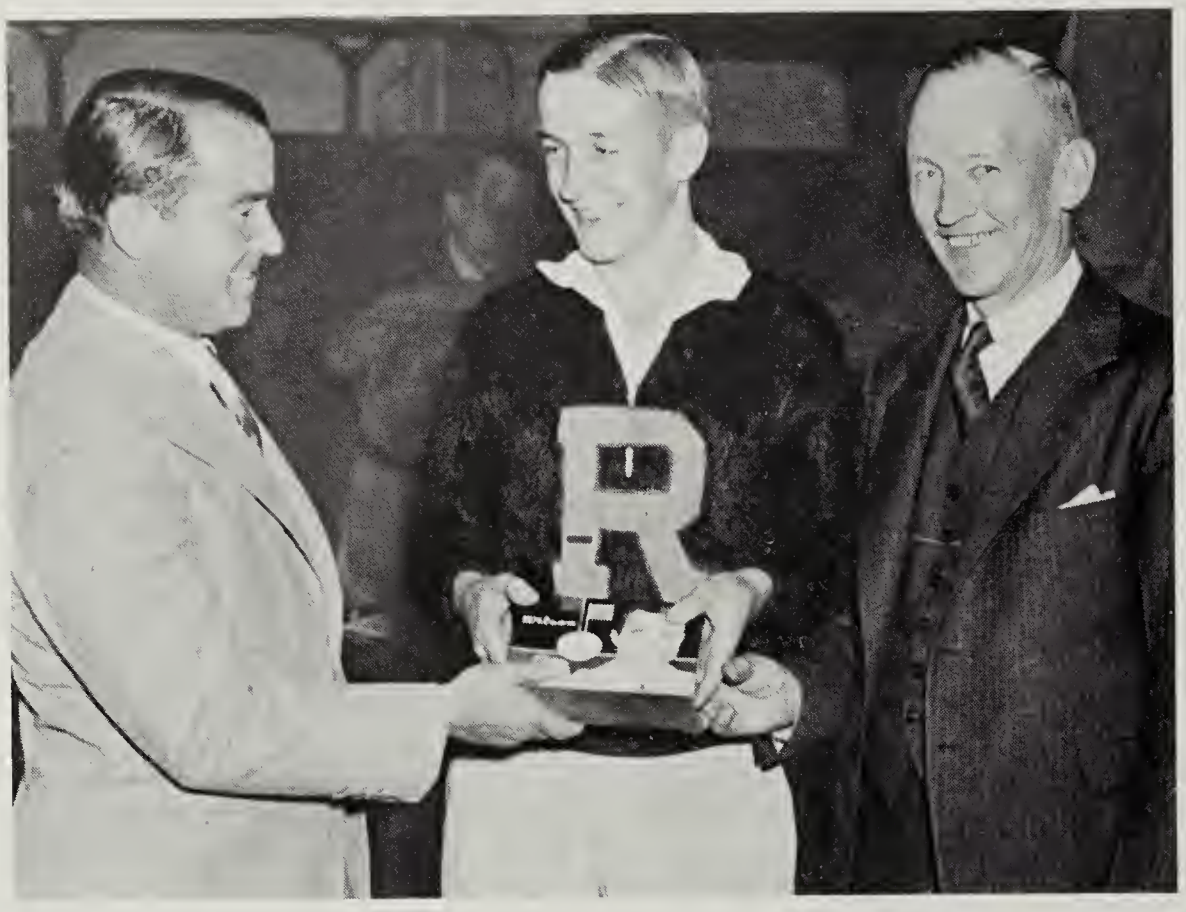
Richmond

Mr. and Mrs. R. M. Stamps welcomed a baby daughter on July 19. Her name is Betty Jean and her proud father is in charge of the Staunton sub-Branch.

On September 18th a joint sales meeting of the members of the Charlotte and Richmond Branch Offices was held at Greensboro, N. C. Honored guests were the late Mr. Crewdson and Eastern District Manager Benedict.



WASHINGTON, D. C.: Gene Sarazen presenting the championship trophy to the Brownells who retained for the second year the Father and Son Golf Championship, despite the fact that Branch Manager Brownell played with a taped midsection necessitated because of injuries received in a recent automobile accident.

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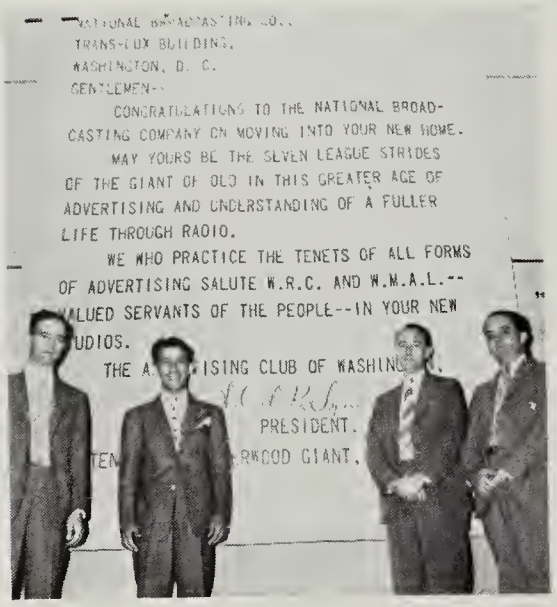

WASHINGTON, D. C.: The Giant Underwood typed this letter of felicitations sent by the Advertising Club of Washington to N.B.C. on occasion of opening of its new studios in Trans-Lux Building. (Left to right) are: Kenneth H. Berkeley, N.B.C., general manager; Alvin Q. Ehrlich, first vice president, Ad Club of Washington; John H. Dudge, N.B.C.'s commercial manager, and Frank M. Russell, vice president of N.B.C.

•

George Crouch, New York Typewriter Division District Manager, is proud of this attractive window which was decorated by G. Brinley in charge of White Plains office.

PACIFIC

Denver

Yumping from peak to peak of the Rocky Mountains, Salesman Gladden picks up another accounting machine order. From an Elliott Fisher at 10,200 feet altitude (see August "UEF News"), he now "yumps" to 11,300 feet elevation and installs a Class "A" Sundstrand at the general store of one of the largest mining companies in the United States. It is claimed that the gasoline pump at this store is the highest one in this country. We again prove that no matter what the altitude or temperature, our accounting machines operate with the same efficiency.

•

During August we enjoyed a brief visit from "Jim" Lafferty, of the Wholesale Portable Department, New York City. He was on his return from a western vacation. Glad to see you, Jim—come again.

•

We welcome Clarence Pearl to our Service Department. He has been transferred from our San Francisco office to specialize on accounting machines. Also, we welcome Hans Schwarz, who arrived a few days ago direct from the Hartford training school. Most of his time will be devoted to Underwood Sundstrand Adding Machines and Sundstrand Class "A" machines.

—Associate Editor Mitchell

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Seattle

Tacoma Sub-branch Manager Barton related this true experience to Seattle Branch Manager Fink. "A woman came into the office today and asked the price of typewriter ribbons. I told her and she then asked if we had any used ribbons that would be cheaper—when I recovered from my faint she had left. Everything happens to me. I guess I was bad as a boy and am now being punished."

—Associate Editor Lonseth

WESTERN

THE month of July cast a dark shadow on Chicago Service and especially in the Typewriter Division. We lost a gentleman of the highest quality through the death of Elmer Hansen. Elmer served over 23 years as a serviceman on Underwood Typewriters.

He was on his vacation when death came and we have been moved deeply by his demise. To those who survive him we send our consolation and the deepest sympathy.

Davenport

The stork played a double-header at Dubuque when he made a call at the home of Sales Agent F. A. Ames, and Serviceman Henry Hansen on consecutive days. At the Ames home the Out Order showed delivery of one boy, and at the Hansen home the delivery papers indicated a boy also. In both cases mothers and babies are doing fine.

•

Donald G. Wiehl has been tranferred to our Service Department at Burlington, Iowa. Previously he was in the employ of the Davenport Service Department and our Sales Agent at Dubuque, Iowa.

—Associate Editor Anglim

•

Green Bay

Our Accounting Machine Salesman at Wisconsin Rapids, Lester M. Jacobson, no doubt felt that two could live as cheaply as one and persuaded Mr. and Mrs. Joseph Kaja to allow him to change Peggy's last name to Jacobson.

Our best wishes to Lester and Peggy.

•

Mrs. John Huber, wife of our Green Bay Serviceman, presented John with a baby daughter July 21st, and they named her Mary Jacqueline.

Altmann Presents Evidence

Our Sales Agent at Marquette, Michigan, George Altmann, not only knows how to land the big orders, but he is also quite adept with the old rod and reel, and this photograph substantiates his claim; nice work, George.

—Associate Editor Bretzke

Kansas City

Rolland Holmes, Sub-Branch Manager at Salina, Kansas, completed sixteen years of service with the Company on September 11th and is celebrating by attempting to make 200% of quota for the month.

•

Lester Renschler of Wichita is certainly doing all he can to buy shoes for Baby Suzann, because in August he knocked out 232% of his quota and is running 127% for the year to date.

Tom Kinsey came through August with 221% of quota. Boy, how we all celebrated!

•

Ed Brazeal of Springfield is taking a little vacation trip to Michigan.

—Associate Editor Conklin

IT is with a sense of loss that we report the death of Mr. F. C. Smith, our Sales Agent of Herrin, Illinois, on August 24, 1937. Mr. Smith had successfully represented us since June, 1930, and was well thought of and highly respected by all of us. We extend to his family our heartfelt sympathy.

The Wrona Bros. Sales Agents at Elgin, Illinois, do it again and the photograph tells the story of a fine sale.

ST. LOUIS: This attractive display showing exhibit of the Railway Air Express attracted a great deal of attention, and the fact is proved by the snapshot of spectators taken by Branch Manager La Tourette.

St. Louis

The St. Louis Branch Office has had a number of attractive window displays. One of the recent displays featured the services of the Post Office. One of the St. Louis dailies commented as follows: "On the way to the hotel from the station last night, Mr. Farley's car paused briefly for him to view a postal exhibit arranged in the display windows of the Underwood Elliott Fisher Company at 1107 Locust Street."

W. Rufus Jackson, Postmaster at St. Louis wrote to Mr. LaTourette, expressing his appreciation for the space donated by our firm and how delighted the Postmaster General was by the appearance of the window. But, the crowning tribute came direct to Mr. LaTourette from Postmaster General James A. Farley, who wrote "It is a pleasure to note that the display received a great deal of favorable comment and I assure you that I appreciate your kindness in cooperating with Postmaster Jackson in this regard. Such cooperation on the part of public-spirited citizens and postmasters has resulted in an increase in air mail revenues in the last two years from about $6,000,000 annually to about $12,000,000 annually. This increase in air mail is continuing at a rapid pace and will enable the Post Office Department to continue to improve and expand the service."

•

H. J. Swanson, formerly of the Minneapolis Office, has joined our Sales Organization in the Adding Machine Division. We welcome him and extend our best wishes for success. He is off to a good start.

Charles H. Hercules is a newcomer and we extend our welcome and wish him the best for a successful career with UEF. He is assisting Tom Murrin as Junior Salesman in the Typewriter Division.

•

We are enjoying the visit of Jim Hullett, who is doing a good job of contacting schools, and anyone who knows Jim will agree that he is the right fellow for the job. We appreciate having him with us and know he will assist us materially.

—Associate Editor Staehle

•

St. Paul

Problems of aviation companies do not all arise in the air, sometimes they develop in the mere handling of forms in the Dispatcher's office. One such problem was recently put before C. A. Challberg, salesman of the St. Paul Branch, by General Manager Ferguson of the Northwest Airlines, Inc., which operates planes in all directions out of that city.

The requirement was to produce a duplicate copy of a continuous form of messages without the use of expensive "onetime" carbon or the loss of time of inserting carbon in a Standard machine. This had everyone stumped until D. J. Crowley, St. Paul Branch Manager, hit upon the idea of wrapping carbon paper, carbon side out around the platen and the use of parchment tissue for the duplicate, thereby producing a very legible copy after the manner of the tissue copy in price books.

Mr. Ferguson jumped at this idea as its simplicity appealed to him after seeing some of the double ribbon contraptions and split platens offered by competition. Cutter attachment 30A1325 for tearing off the forms made that part of the job complete.

In addition to this machine the customer required a memo roll or "log" of messages to be used in conjunction with the above-mentioned continuous forms, to be written on the same machine without disturbing the other "set-up" and not to be removed from machine until the close of day or "run." Inasmuch as this "log" was in code and required the writing of only a few characters, a narrow form was sufficient and this angle was solved by the use of a 12-inch carriage machine equipped with two and one-half-inch tally roll attachment at extreme left on which plain tally rolls are rewound automatically and which in no way interferes with regular operation of the machine.

RESULT: A very nice order for five 12-inch Standards which, together with the special features thereon, ran into a very respectable sum and which partly accounted for Mr. Challberg's being "in the money" in the first two weeks of the Early Bird Contest. It might be added that as a reward for such prompt and satisfactory service, Mr. Challberg has since been handed an order for ten more Underwood Standards by the same concern.

—Associate Editor Curtis

South Bend

O. C. Cotterill has just arrived in South Bend and will take charge of the Service Department here. He takes the place of Verle Martin, who has decided to be a Chiropractor. Cotterill comes to us with 12 years experience with Underwood, having been in Omaha and Sioux City recently. We hope he will enjoy South Bend.

•

Walter Burnette also arrived in South Bend recently and is taking good care of our Elliott Fishers. Walter has that Southern way of talking that makes you forget what he is saying so that you can listen to him talk. He hails from Jacksonville, Florida.

•

The youngest member of our group is Rudy Weigand. He is a real Hoosier and believes Underwood Elliott Fisher to be a good firm to tie up to. Incidentally, he is the only unmarried man in the office and we have warned him that it seems to be a habit in this office. Look out, Rudy.

Associate Editor Hazelton

SOUTHERN

Jacksonville

The Yellow Taxicab and Transfer Company of Jacksonville in an advertisement entitled "Fare Enough" telling about the advantages of riding to work in a yellow taxicab, started the advertisement as follows:

"Four modern maidens who keep the wolf from the door by doing a daily Duchin on the keyboard of an Underwood, found that getting downtown and back every day was taking healthy hunks out of a none-too-healthy budget."

The item goes on to tell how a Yellow Cab picks up this fair foursome each morning and how they are taken to work safely, comfortably, punctually and economically.

A bow to Jacksonville's Yellow Taxicabs!

•

Recently Miami was the scene of the Knights Templar's Convention. Our Sales Agents H. T. Nixon and R. W. Setze took advantage of the occasion to arrange an attractive window display inasmuch as the office is located on Biscayne Boulevard where all the activities and parades of the Knights were held.

Mr. Nixon states that in addition to the thousands of people who saw this window display was the horse used as a mascot by the Detroit delegation. The story goes when the Detroit delegation led by this horse

Miami's Attractive Display

reached our office he proceeded to walk up on the sidewalk and view our window display. Mr. Nixon states they were successful in getting him back in the parade. (Incidentally, we might suggest that Oscar Zaun call on this mascot to sell him an Underwood Portable due to the interest shown in our window display.) The local papers stated that more than 75,000 people viewed the parade.

We are proud to be the first equipment concern to open an office on Biscayne Boulevard and understand others expect to follow shortly. In fact, one of our large competitors opened an office on this Boulevard August 1.

—Associate Editor Roberts

New Orleans

The last Friday the 13th proved to be a very lucky day for the Baton Rouge sub-branch. On that day Sub-Branch Manager Bahan was successful in selling 7 adding machines amounting to $1,459 and 9 typewriters totaling $941 to five different customers located in four different towns.

That, dear readers, is called selling.—Ye Editor.

•

L. P. Bahan, sub-branch Manager at Baton Rouge, informs us that former Assistant Secretary of the Navy Commodore Ernest Lee Jahncke, has just recently been appointed Executive Director of the Louisiana State Department of Commerce and Industry by Governor Leche, and has purchased five new Underwoods for his department.

As Commodore Jahncke expressed himself, he selected Underwoods as our machine has always been his favorite. Even when he was Assistant Secretary of the U. S. Navy, he always preferred our machine for his offices.

—Associate Editor Videau

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New York Stork Stuff

Mr. and Mrs. W. A. Clark of the General Office Purchase Department have become the proud parents of a little blue-eyed blonde. Beverly weighed-in August 19 at 8 pounds.

•

A newcomer arrived at the home of Mr. and Mrs. N. C. Kimball. The new arrival is Mildred Jane who was born September 20 with her weight at an even 7 pounds. Who knows, the School Division may soon have another champion speed typist.

•

Mr. and Mrs. R. Quinlan of the General Service Department—Typewriter Division—welcomed on August 1st the arrival of little Richard.

Ft. Wayne Business Machines Company's Modern Store

The Ft. Wayne Business Machines Inc., new Sales Agents at Ft. Wayne, Indiana, have one of the finest business offices in this vicinity. The accompanying photographs tell the story.

Wilbur Schell, General Manager of the firm, comes to us with many years of typewriter experience. Right from the start he has made it known that we will be sending in news of his activities from time to time.

John Holmes is interested in Accounting Machine sales as well as service work. Miss Genevieve Spohnhauer is always on the lookout for a Portable prospect; also, she is training operators for the Accounting Machines which Mr. Holmes is going to sell.

—Associate Editor Hazelton

Associate Editors

Atlantic District

ALBANY, T. J. McMahon; BOSTON, C. H. Prentice; BUFFALO, Jack Tench; HARTFORD, A. A. Seymour; NEW HAVEN, H. F. Lyons; PORTLAND, P. S. Donovan; PROVIDENCE, W. Boehnke and W. T. Austin; ROCHESTER, Charlotte Smith; SPRINGFIELD, R. E. Ward; SYRACUSE, D. D. Felter.

New York District

NEW YORK, G. A. Meinecke, A. H. Peters and A. W. Beecher; Comptroller's Dept., J. H. Gilmore; Treasurer's Dept., W. V. G. Riblet; NEWARK, H. L. Young.

Eastern District

ALLENTOWN, M. E. Miller; BALTIMORE, Philip Starr; CHARLOTTE, W. R. McDowell; HARRISBURG, H. B. Taylor; PHILADELPHIA, L. H. Hilliard; RICHMOND, Ogarita G. Myers; SCRANTON, L. C. Jones; WASHINGTON, J. V. Brownell.

Central District

AKRON, L. D. Wrentmore; CINCINNATI, J. W. Staun; CLEVELAND, G. H. Porter; COLUMBUS, M. Brumfield; DETROIT, V. Picard; GRAND RAPIDS, M. W. Drost; LOUISVILLE, Ralph Elkin; PITTSBURGH, L. S. Webster; TOLEDO, J. V. Whitehouse; YOUNGSTOWN, K. E. Sechler.

Western District

CHICAGO, N. J. Van Dyne; DAVENPORT, F. M. Anglim; DES MOINES, E. M. Whitaker; GREEN BAY, C. B. Bretzke; INDIANAPOLIS, G. W. Hunt; KANSAS CITY, D. E. Conklin; MILWAUKEE, A. J. LINDEMANN; MINNEAPOLIS, S. S. Baker; OMAHA, Marion Dennis; PEORIA, A. V. Longenecker; ROCKFORD, C. R. Oehler; SOUTH BEND, W. A. Hazelton; ST. LOUIS, Edwin S. Staehle; ST. PAUL, J. C. Curtis.

Pacific District

BOISE, A. J. Salisbury; BUTTE, W. Crist; DENVER, W. H. Mitchell; EL PASO, M. M. Shaver; FRESNO, L. A. Weitz; LOS ANGELES, T. H. Lott; PHOENIX, G. G. Russell; PORTLAND, F. C. Aff; SACRAMENTO, A. G. Walsh; SALT LAKE CITY, Berenice Daley; SAN DIEGO, J. J. Voorheis; SAN FRANCISCO, Geo. Walker; SEATTLE, Aurelia Lonseth; SPOKANE, L. W. Pickler.

Southern District

ATLANTA, Frances Morgan; BIRMINGHAM, F. A. Knowles; DALLAS, Billie L. Urie; HOUSTON, O. H. Cook; JACKSONVILLE, J. W. Roberts; MEMPHIS, G. L. Frymire; NASHVILLE, J. A. Pittman; NEW ORLEANS, J. L. Videau; OKLAHOMA CITY, Elsie Gibbs.

Service — George Bender.

Service School — M. W. Singiser.

Foreign

AUSTRIA, K. Weiss; AUSTRIA AND BALKANS, S. Surmagne; BELGIUM, J. LePas; BULGARIA, E. Warthanesian; CANADA, J. L. Seitz; CZECHOSLOVAKIA, K. Tuebner; CYPRUS, Miss A. Marcouillides; DENMARK, A. Laursen; ENGLAND, E. O. Gilmore; ESTONIA, Karl Raid; FRANCE, L. Grandjean; HUNGARY, Dr. P. Kovacs; ITALY, Dr. GERMANY, Miss C. Geintzer; HUNGARY, Dr. P. Kovacs; ITALY, Dr. G. G. Roseo; LATVIA, P. G. Stahlberg; NORWAY, D. Bentzen; PALESTINE, B. Kushner, SPAIN, (BARCELONA), E. Truniger; MADRID, A. Stocklin; SWEDEN, B. Henning; SWITZERLAND, Fritz Beetschen; SYRIA, J. C. Khouri.

Export — F. D. Lehn.

Hartford Works — E. A. Stowell

Central Training School — Leo T. Osmon.

Bridgeport Works — Sam Dolan

THE PENALTY OF LEADERSHIP

In every field of human endeavor, he that is first must perpetually live in the white light of publicity. ¶ Whether the leadership be vested in a man or in a manufactured product, emulation and envy are ever at work. ¶ In art, in literature, in music, in industry, the reward and the punishment are always the same. ¶ The reward is widespread recognition; the punishment, fierce denial and detraction. ¶ When a man's work becomes a standard for the whole world, it also becomes a target for the shafts of the envious few. ¶ If his work be merely mediocre, he will be left severely alone—if he achieve a masterpiece, it will set a million tongues a-wagging. ¶ Jealousy does not protrude its forked tongue at the artist who produces a commonplace painting. ¶ Whatsoever you write, or paint, or play, or sing, or build, no one will strive to surpass or to slander you, unless your work be stamped with the seal of genius. ¶ Long, long after a great work or a good work has been done, those who are disappointed or envious continue to cry out that it cannot be done. ¶ Spiteful little voices in the domain of art were raised against our own Whistler as a mountebank, long after the big world had acclaimed him its greatest artistic genius. ¶ Multitudes flocked to Bayreuth to worship at the musical shrine of Wagner, while the little group of those whom he had dethroned and displaced argued angrily that he was no musician at all. ¶ The little world continued to protest that Fulton could never build a steamboat, while the big world flocked to the river banks to see his boat steam by. ¶ The leader is assailed because he is a leader, and the effort to equal him is merely added proof of that leadership. ¶ Failing to equal or to excel, the follower seeks to depreciate and to destroy—but only confirms once more the superiority of that which he strives to supplant. ¶ There is nothing new in this. ¶ It is as old as the world and as old as the human passions—envy, fear, greed, ambition, and the desire to surpass. ¶ And it all avails nothing. If the leader truly leads, he remains—the leader. ¶ Master-poet, master-painter, master-workman, each in his turn is assailed, and each holds his laurels through the ages. ¶ That which is good or great makes itself known, no matter how loud the clamor of denial. ¶ That which deserves to live—lives.

[*This text appeared as an advertisement in The Saturday Evening Post, January 2nd, in the year 1915.*]

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Thousands Applaud Underwood Victories at Toronto

Underwood Hangs up Two New World's Records—Scores Six Typewriting Championships in Sweeping Victory at Canadian National Exhibition

George Hossfield, won the World's Typewriting Championship for the 10th time when he typed 139 net words a minute for one hour establishing a new world's record under Official International Contest Rules.

SHATTERING two long-standing, world's typewriting records, winning every championship on the program, Underwoods swept everything before them in the typewriter classic of the year . . . the Canadian National Exhibition International Typewriting Contests held at Toronto, Canada, August 28th.

Thus for the twenty-seventh time the Underwood has demonstrated its complete mastery of the field. Yet only because of the applause that echoed from the rafters was the performance any different than that which business offices are witnessing every day.

George Hossfield, in hanging up his new world's record of 139 net words per minute (highest speed ever attained under official International Contest Rules), simply proved what practically every typist knows . . . that the Underwood does more work in *less* time and with far greater accuracy. Place a Champion on every typewriting desk in your office. Every Underwood typewriter is backed by nation-wide, company-owned service facilities.

Typewriter Division
UNDERWOOD ELLIOTT FISHER COMPANY
Typewriters... Accounting Machines Adding Machines... Carbon Paper, Ribbons and other Supplies
One Park Avenue, New York, N.Y.
Sales and Service Everywhere
Underwood Elliott Fisher Speeds the World's Business

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Underwood • the Machine of Champions

"Every person you meet will be interested in the story of Underwood's championship performance."—W. F. ARNOLD

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